

**ISSUES/PROGRAM LIST**  
**QUARTERLY LISTING OF SIGNIFICANT**  
**TREATMENT OF COMMUNITY ISSUES**  
**APRIL 2001 – JUNE 2001**

- 1. BUSINESS AND INDUSTRY**
- 2. GOVERNMENT AND POLITICS**
- 3. ENVIRONMENT**
- 4. EDUCATION**
- 5. PUBLIC HEALTH**
- 6. RECREATION**
- 7. CHILDREN'S ISSUES**

## FCC 1: BUSINESS AND INDUSTRY

**FOOTWEAR CLOSING:** FOR ROUGHLY A CENTURY, THEY'VE MADE SHOES AND BOOTS WITH ATTENTION TO DETAIL AND PRIDE. BUT THAT TRADITION IS COMING TO AN END, AS LA CROSSE FOOTWEAR'S PRODUCTION PLANT, SHUTS ITS DOORS FOR THE LAST TIME. THE COMPANY IS CLOSING THE PLANT AND SHIFTING THE WORK, OVERSEAS. SLOWER SALES AND A COUPLE OF MILD WINTERS TOOK A TOLL. THE COMPANY ANNOUNCES IT IS LETTING GO OF ITS REMAINING EMPLOYEES, AND SHUTTING DOWN THE LA CROSSE PLANT. THOUGH THE PLANT IS CLOSING, THE COMPANY WILL CONTINUE. PRESIDENT AND CHIEF EXECUTIVE OFFICER JOSEPH SCHNEIDER TOLD SHAREHOLDERS LAST MONTH, THE COMPANY HAS NO PLANS TO CLOSE ITS FOUR REMAINING MANUFACTURING PLANTS IN THE U.S. NEWS 19 TALKS TO A COUPLE THAT'S DEVOTED MOST OF THEIR WORKING LIVES TO MAKING PRODUCTS AT THE PLANT. TOM TAYLOR SAYS WITH SADNESS AND A LITTLE ANGER THAT IT'S HARD TO WATCH HE WORKED SO HARD TO HELP BUILD, COME TO AN END.

**BUILDING OPENS:** MANY MONTHS OF BEHIND THE SCENES NEGOTIATIONS ARE PAYING BIG DIVIDENDS. ONE OF WISCONSIN'S LARGEST EMPLOYERS HAS ESTABLISHED ITS MIDWEST REGION HEADQUARTERS IN LA CROSSE. CENTURY TEL IS MUCH MORE THAN JUST THE PHONE COMPANY, IT PROVIDES A WIDE VARIETY OF TELECOMMUNICATIONS SERVICES TO PEOPLE IN 21 STATES. SEVERAL LOCAL AND STATE OFFICIALS, INCLUDING WISCONSIN GOVERNOR SCOTT MCCALLUM ARE ON HAND TO DEDICATE THE NEW 25-MILLION DOLLAR FACILITY. THE BUILDING IN LA CROSSE WILL BENEFIT THE COMMUNITY IN MORE WAYS THAN ONE. THE FACILITY IS EXPECTED TO KEEP ABOUT 15-MILLION IN ANNUAL PAYROLL RIGHT HERE IN THE LOCAL ECONOMY. OVER 5-HUNDRED PEOPLE WORK IN THE NEW CENTURYTEL BUILDING, BUT THE COMPANY HAS PLANS TO EXPAND IN THE FUTURE.

**MELBY CHARGED:** HIS CUSTOMERS GAVE HIM TENS OF THOUSANDS OF DOLLARS TO BUILD THEIR HOMES. BUT HE'S ACCUSED OF DIVERTING THAT MONEY FOR OTHER USES, LEAVING HIS CUSTOMERS CAUGHT IN A FINANCIAL BIND. JACK MELBY IS ACCUSED OF ACCEPTING MONEY FROM HIS CUSTOMERS THAT WAS INTENDED TO PAY FOR THE CONSTRUCTION OF THEIR HOMES OR REPAIRS TO THEIR HOMES. BUT INSTEAD OF PAYING THE SUBCONTRACTORS WHO DID THE WORK, MELBY IS ACCUSED OF USING THE MONEY FOR OTHER PROJECTS, A TOTAL WELL IN EXCESS OF HALF A MILLION DOLLARS. GREG FENTON HIRED JACK MELBY TO BUILD HIS HOME BACK IN 1998. HE THOUGHT THE PROJECT WAS GOING WELL, UNTIL HE DISCOVERED 40-THOUSAND DOLLARS COULDN'T BE ACCOUNTED FOR. SINCE THEN, FENTON HIRED A NEW CONTRACTOR, AND HE SAYS HE'S HAPPY WITH HIS NEW HOME. BUT, IT TOOK 6 MONTHS LONGER TO COMPLETE, AND 50-THOUSAND DOLLARS MORE THAN HE EXPECTED.

### **C. BUSINESS AND INDUSTRY - PSA'S/EVENTS**

**Event:** Your Hometown Team Discovers Arcadia

**Date:** June 25-29, 2001

**Description:** News 19 took a week to discover Arcadia and all it has to offer surrounding communities. The News 19 6pm Report on Monday was broadcast live from Memorial Park in Arcadia. Arcadia residents were invited to join the Hometown Team at the park for dinner and to see a live newscast from behind the scenes.

**Title:** Discover Wisconsin

**Length:** 5 x :30

**Date:** 4/1 - 6/30/01

**Message:** Promotes tourism in Wisconsin.

**PLEASE NOTE:**

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## FCC 2: GOVERNMENT

**CONTESTED ELECTION:** A LA CROSSE POLICE OFFICER IS WILLING TO STRIKE A DEAL WITH THE CITY THAT WOULD MEAN HE WOULD NOT SERVE ON THE CITY COUNCIL. JASON MELBY WON A SEAT ON THE COUNCIL THIS SPRING BY DEFEATING INCUMBENT PHIL ADDIS. BUT A COUPLE OF LEGAL OPINIONS SAID A POLICE OFFICER SERVING AS A COUNCIL MEMBER IS A CONFLICT OF INTEREST.

JASON MELBY SAYS HE WANTS THE ISSUE TO STAY OUT OF COURT. SO HE IS WILLING TO STEP ASIDE AND LET THE COUNCIL APPOINT SOMEONE TO FILL THE SEAT. THE COUNCIL COULD DECIDE TO APPOINT FORMER COUNCILMEN PHIL ADDIS OR ANYONE ELSE WHO WOULD APPLY.

**HIGH GAS PRICES, TIGHT BUDGET:** THE CITY OF LA CROSSE'S BUDGET IS TAKING A HIT BECAUSE OF HIGH GAS PRICES. THIS YEAR THE CITY'S FUEL BUDGET IS 490-THOUSAND DOLLARS FOR THE SEVERAL HUNDRED CARS AND TRUCKS THAT FILL UP AT ISLE LA PLUME. THE COMBINATION OF RISING GAS PRICES, WITH OTHER FACTORS, COULD CAUSE SOME CUT BACKS. PUBLIC WORKS DIRECTOR PAT CAFFREY SAYS TO STAY WITHIN BUDGET SOME CONSTRUCTION PROJECTS THIS SUMMER MAY HAVE TO BE PUT ON HOLD. THE CITY HAS ALREADY USED UP ABOUT 41-PERCENT OF ITS BUDGET FOR DIESEL FUEL.

**REQUESTS HELP:** WISCONSIN GOVERNOR SCOTT MCCALLUM ASKS FOR FEDERAL DISASTER ASSISTANCE FOR 17 COUNTIES IN WISCONSIN. LA CROSSE COUNTY IS AMONG THEM. THE FLOODING CAUSED NEARLY 2-MILLION DOLLARS IN DAMAGE TO, THINGS LIKE ROADS AND BRIDGES. AND THAT NUMBER DOESN'T EVEN INCLUDE.. ALL OF THE DAMAGE TO PRIVATE PROPERTY. HOWEVER, THE GOVERNOR IS QUITE SURE, THE STATE WILL GET FEDERAL DOLLARS TO HELP DEAL WITH THE MESS THAT'S LEFT BEHIND.

**AIRFEST TRAGEDY:** INVESTIGATORS CONTINUE THE TEDIOUS TASK OF PIECING TOGETHER WHAT CAUSED A FRENCH FIGHTER JET TO FALL FROM THE SKY AND CRASH INTO THE GROUND AT THE DEKE SLAYTON AIRFEST. IT COULD BE SEVERAL MONTHS BEFORE WE KNOW EXACTLY WHAT WENT WRONG. THE DEADLY CRASH HAPPENED JUST AS AIRFEST WAS GETTING STARTED FOR THE DAY. THE PLANE WENT DOWN ON THE SOUTH END OF THE AIRPORT, SHORTLY AFTER TAKEOFF.

BOTH THE PILOT AND A FEMALE PASSENGER WERE KILLED INSTANTLY. NO-ONE ON THE GROUND WAS INJURED. THE PILOT WAS ROGER SIMPSON OF NORTHVILLE, MICHIGAN, AND THE PASSENGER WAS 22-YEAR-OLD SARAH HANSON OF HOLMEN.

THE NATIONAL TRANSPORTATION SAFETY BOARD IS HANDLING THE INVESTIGATION.

EYEWITNESSES SAY THEY SAW ONE THE WINGS FALL OFF THE PLANE BEFORE IT CRASHED. THE N.T.S.B. IS FOCUSING MUCH OF THEIR INVESTIGATION ON THAT INFORMATION.

### **C. GOVERNMENT AND POLITICS - PSA'S/EVENTS**

Title: Wisconsin Army National Guard

Length: :30

Date: 4/1 - 6/30/01

Message: promotes the support of the Wisconsin National Guard.

Title: Social Security

Length: :30

Date: 4/1 - 6/30/01

Message: Gives the public a number to call to learn more about the future of Social Security in our country.

Title: Crimestoppers

Length: :60

Date: 4/1 - 6/30/01

Message: This public service announcement informs local residents about crimes that in the area and asks for help in solving them.

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### FCC 3: ENVIRONMENT

SPRING FLOODING: THE MISSISSIPPI RIVER REACHES ITS SECOND HIGHEST RECORDED HEIGHT IN LA CROSSE IN MODERN HISTORY. IN THE LA CROSSE AREA, SHORE ACRES ROAD IS ONE OF THE PLACES IN THE WATERS PATH. IT'S RIGHT ALONG THE WATER AND 100 OR SO FAMILIES LIVE THERE-- MANY WHO ARE FORCED TO LEAVE, AND THOSE WHO STAY, HAVE TO TAKE BOATS TO GET TO THEIR HOMES. THE NATURAL GAS LINE THAT SUPPLIES THE ROAD IS FLOATING IN THE HIGH WATER. THE FLOOD HAS ALSO CUT THE CABLE AND PHONE LINES. THE ROAD IS WASHED OUT, AND THEY CAN'T USE THEIR BATHROOM BECAUSE THE SEWAGE SYSTEM IS NOT WORKING. THE THE LA CRESCENT CITY COUNCIL HOLDS A PUBLIC MEETING TO TALK ABOUT WAYS TO GET EVERYTHING WORKING AGAIN, BUT MOST OF THE NEIGHBORS WANT A MORE PERMANENT SOLUTION. IN FOUNTAIN CITY, ABOUT 30 MILES NORTH OF LA CROSSE, MAIN STREET HAS BECOME A RIVER ITSELF. SCHOOLS CLOSE AND THEY EVEN HAVE TO POSTPONE THE PROM. DOWNRIVER, PRAIRIE DU CHIEN ALSO FEELS THE POWER OF THE SWIRLING CURRENTS. THE HISTORIC VILLA LOUIS MANSION IS COMPLETELY SURROUNDED BY WATER. CITY STREETS ARE UNDERWATER AND, LIKE IN MANY PLACES, THERE'S ALOT OF FLOATING DEBRIS. THE RED CROSS OPENS SHELTERS TO HELP FLOOD VICTIMS, AND THE SALVATION ARMY PROVIDES SUPPORT TO THE HUNDREDS OF VOLUNTEERS WHO HELP SANDBAG TO HOLD THE RIVER BACK. THE COAST GUARD HAS A HELICOPTER AT THE READY IF ITS NEEDED.

WOLVES THRIVING: WISCONSIN IS HOME TO MORE THAN 250 WOLVES, MOST OF THE WOLVES LIVE IN NORHTERN AND CENTRAL WISCONSIN. THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES SAYS THE WOLF POPULATION REMAINS STEADY, DESPITE A SEVERE WINTER. THE D.N.R. RUNS A WOLF RECOVERY PROGRAM, MONITORING WOLVES USING RADIO COLLARS. THE D.N.R. HOPES TO INCREASE THE NUMBER OF WOLVES LIVING IN THE STATE.

### C. ENVIRONMENT - PSA'S/EVENTS

Event: Mississippi River Clean Up

Date: May 19, 2001

Description: WXOW 19 was the exclusive television sponsor of this event. Area residents were encouraged to assist in the river clean up efforts. An extensive promotional schedule was run to inform the public about the event. WXOW personnel staffed one of the debris sites.

Title: National Arbor day Foundation

Length: :60

Date: 4/1 - 6/30/01

Message: Promotes planting trees.

Title: Earth Share

Length: :60

Date: 4/1 - 6/30/01

Message: Encourages people to support Earth Share to clean up the environment.

Title: Smokey N' Da Boyz

Length: :20

Date: 4/1 - 6/30/01

Message: Encourages kids to practice fire safety.

Title: Circle "Recycle"

Length: :60

Date: 4/1 - 6/30/01

Message: Encourages people to recycle.

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#### FCC 4: EDUCATION

HELP FOR SHELTER: SOME LOOSE CHANGE FROM LOCAL STUDENTS IS GOING A LONG WAY TO HELP THE COULEE REGION HUMANE SOCIETY BUILD ITS NEW ANIMAL SHELTER. IT'S CALLED "COINS FOR CRITTERS." SECOND GRADERS AT WEST SALEM ELEMENTARY SCHOOL BROUGHT IN ALL OF THEIR EXTRA CHANGE TO CLASS FOR THREE WEEKS. THEY WEREN'T ONLY LEARNING ABOUT MATH AND ACCOUNTING, BUT THEY WERE ALSO RAISING MONEY FOR THE HUMANE SOCIETY'S NEW BUILDING PROJECT. THEIR CHANGE ADDED UP TO ONE-THOUSAND-355-DOLLARS.

GRADUATION: MANY HIGH SCHOOL SENIORS HAVE REASON TO CELEBRATE-- IT'S GRADUATION. LA CROSSE CENTRAL HOLDS THEIR CEREMONY AT THE LA CROSSE CENTER. MORE THAN 2-HUNDRED-75 CENTRAL STUDENTS RECEIVE THEIR HIGH SCHOOL DIPLOMAS. THE DAY BEFORE, LA CROSSE LOGAN HELD THEIR CEREMONY.

TEACHER RALLY: WISCONSIN HAS SOME OF THE BEST PUBLIC SCHOOLS IN THE NATION, AND A GROUP OF TEACHERS, ADMINISTRATORS AND PARENTS URGED LAWMAKERS IN MADISON TO KEEP IT THAT WAY. THE GROUP OF 15-HUNDRED RALLIED AT THE STATE CAPITOL AS PART OF "GREAT SCHOOLS LOBBY DAY." THEY TALKED WITH LEGISLATORS ON SEVERAL ISSUES, INCLUDING THE NEED TO PROVIDE SCHOOL DISTRICTS WITH FLEXIBILITY UNDER REVENUE CAPS. ALSO, MORE FUNDING FOR SPECIAL EDUCATION PROGRAMS, AND CONTINUED FUDNING FOR PROGRAMS TO KEEP CLASS SIZES LOW. THE GROUP INCLUDED ABOUT 35-PEOPLE FROM THE COULEE REGION UNITED EDUCATORS.



### C. EDUCATION - PSA'S/EVENTS

Event: When Sirens Sound

Date: April 21, 2001

Description: News 19 worked very hard to produce this half hour special to inform viewers about severe weather. The special included information on what to do in case of severe weather, weather myths, follow up on communities that have experienced severe weather and more. News 19 Chief Meteorologist Dan Breeden, Meteorologist Kristy Blasey and Jeriann Ritter hosted the special together.

Title: Math is Power

Length: :60

Date: 4/1 - 6/30/01

Message: Encourages kids to take math and tells them why they need it and what they can do with it.

Title: Library of Congress

Length: :60

Date: 4/1 - 6/30/01

Message: Encourages kids to read about history.

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## FCC 5: HEALTH

**LEAD POISONING:** EVEN TINY AMOUNTS OF LEAD CAN BE DANGEROUS TO A CHILD'S DEVELOPMENT. LAST YEAR, THERE WERE 27 CASES OF LEAD POISONING IN LA CROSSE COUNTY, TWO OF WHICH TURNED OUT TO BE SERIOUS. LEAD POISONING CAN CAUSE A NUMBER OF LONG-TERM PROBLEMS, INCLUDING IN SEVERE CASES..MENTAL RETARDATION AND LEARNING DISABILITIES. CHILDREN BETWEEN THE AGES OF 1 AND 5 ARE MOST AT RISK. THE SOURCE OF THE LEAD IS OFTEN TIMES PAINT USED IN HOMES BUILT BEFORE 1978. LA CROSSE COUNTY HEALTH OFFICIALS ARE PARTICULARLY CONCERNED BECAUSE OF THE LARGE NUMBER OF OLDER HOMES IN THE AREA. HEALTH OFFICIALS SUGGEST GETTING ALL CHILDREN BETWEEN THE AGE OF 1 AND 5 TESTED AT LEAST ONCE EVERY YEAR.

**NURSING SHORTAGE:** WHEN SOMEONE WINDS UP IN THE HOSPITAL, ITS NURSES, THAT ARE ON THE FRONT LINES PROVIDING CARE, 24-HOURS A DAY. AS WE TOLD YOU. A NEW SURVEY FINDS THAT HOSPITAL NURSES ARE WORKING HARDER AND LONGER THAN THEY'D LIKE. ACCORDING TO A STUDY PUBLISHED IN THE HEALTH AFFAIRS JOURNAL, ONE OF EVERY THREE NURSES SURVEYED UNDER AGE 30 PLAN TO LEAVE THEIR JOBS WITHIN THE NEXT YEAR, SOMETHING GUNDERSEN LUTHERAN DOESN'T WANT TO SEE HAPPEN, SO DIRECTOR OF NURSING LEE-ELLEN KIRKHORN SAYS THEY ARE TAKING STEPS NOW TO ENCOURAGE YOUNG NURSES TO STAY. KIRKHORN SAYS THE MEDICAL CENTER HOPES TO OFFER A NURSES RESIDENCY PROGRAM IN THE FUTURE, TO HELP ATTRACT STUDENT NURSES AND BE ABLE TO OFFER THEM JOBS AFTER THEY GRADUATE.

**MOWER SAFETY:** EXPERTS SAY CUTTING GRASS MAY BE JUST TOO DANGEROUS OF A JOB FOR ANYONE UNDER THE AGE OF 12. DOCTORS ARE NOW RECOMMENDING KIDS BE RESTRICTED FROM LAWN MOWING, BECAUSE EACH YEAR TOO MANY KIDS ARE GETTING SERIOUSLY INJURED. NEW RESEARCH SHOWS 94-HUNDRED YOUNGSTERS UNDER 18 RECEIVE EMERGENCY CARE FOR MOWER-RELATED INJURIES EACH YEAR.

THE AMERICAN ACADEMY OF PEDIATRICS SAYS CHILDREN UNDER 12 SHOULD NOT OPERATE WALK-BEHIND POWER OR HAND MOWERS, AND CHILDREN UNDER 16 SHOULD NOT USE RIDING MOWERS. PEDIATRICIAN DR. GARY STIERS SAYS INJURIES TO THE FEET OFTEN HAPPEN BECAUSE THE MOWER WILL SLIP BACK IF IT HITS A STUMP OR A ROCK OR IF THE CHILD IS ON A WET HILLSIDE. THE ACADEMY SAYS CHILDREN SHOULD NOT MOW THE LAWN UNTIL THEY CAN SHOW THE RIGHT LEVELS OF JUDGMENT, STRENGTH, COORDINATION AND MATURITY.

### C. PUBLIC HEALTH - PSA'S/EVENTS

Event: Heart Saver Saturday

Date: April 28, 2001

Description: WXOW 19 and the American Heart Association put together this free CPR training event. The public was invited to attend and learn CPR and Foreign Body Airway Obstruction.

Event: MS Walk

Date: April 29, 2001

Description: WXOW 19 was the exclusive television sponsor for this annual event to raise funds for the National MS Society. There was a spectacular turn out raising a record amount of money. News 19's Bryon Graff was on hand to assist with the days events.

Event: March of Dimes WalkAmerica

Date: May 5, 2001

Description: WXOW 19 was the exclusive television sponsor for this annual event to raise funds for the March of Dimes. News 19 also ran news stories preceding the event to raise awareness of the event.

Event: Children's Miracle Network Broadcast

Date: June 3, 2001

Description: WXOW 19 broadcast this special event to recognize local people and businesses that contribute to CMN. The broadcast also served to inform the public about the Children's Miracle Network and what they do. News 19's Martha Koloski and Chris Stauffer hosted the event.

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## FCC 6: RECREATION AND CULTURE

CHURCH GROUND-BREAKING: IT'S BEEN YEARS SINCE THE FIRST EVANGELICAL FREE CHURCH OF LA CROSSE HAD A BUILDING TO CALL HOME. BUT SOON IT WILL HAVE IT'S VERY OWN PLACE OF WORSHIP. WITH THE HELP OF THESE KIDS, FIRST EVANGELICAL FREE CHURCH OF LA CROSSE BROKE GROUND FOR THEIR NEW BUILDING IN ONALASKA, ALONG HIGHWAY 35. MEMBERS OF THE 85 YEAR-OLD CONGREGATION HAVE BEEN WITHOUT A PERMANENT CHURCH BUILDING SINCE THE EARLY 90'S. THE BUILDING PROJECT HAS A PRICE TAG OF 4-POINT-7 MILLION DOLLARS. CONSTRUCTION SHOULD BE COMPLETED BY EASTER NEXT YEAR.

SYTTENDE MAI: THE COMMUNITY OF WESTBY CELEBRATES ITS NORWEGIAN HERITAGE. EVERY MAY, THE TOWN OF 2-THOUSAND PEOPLE HOLDS SYTTENDE MAI, A FESTIVAL COMMEMORATING NORWAY'S INDEPENDENCE FROM SWEEDEN. A GROUP OF 65 "TRUE" NORWEGIANS, FROM NORWAY, SPENDS THE WEEKEND CELEBRATING SYTTENDE MAI AMERICAN STYLE. THE GROUP WAS IN TOWN TO ENTERTAIN WITH TRADITIONAL NORWEGIAN SONGS.

ROCKIN' THE RIDGE: EVERY SUMMER THE RIDGEVIEW INN OF RURAL LA CROSSE ROCKS THE RIDGE WITH MUSIC FROM SEVERAL BIG-NAMED BANDS. THIS YEAR WILL BE NO DIFFERENT, BUT, THE STAGE THE BANDS PERFORM ON WILL BE. IN PAST YEARS, A PORTABLE STAGE HAS BEEN BROUGHT IN FOR THE PERFORMANCES.

TO SAVE COSTS, THIS YEAR, THE RIDGEVIEW INN DECIDED TO BUILD A PERMANENT STAGE, OF ITS OWN. THE STAGE WILL BE COMPLETE IN TIME FOR THE FIRST CONCERT FEATURING CREEDENCE-CLEARWATER-REVISITED.

### C. RECREATION - PSA'S/EVENTS

Event: 2001 Deke Slayton Airfest

Date: June 16-17, 2001

Description: WXOW 19 once again was the exclusive television sponsor for this event. The event included several ground displays to educate fest goers about various forms of air travel. The event also included many air demonstrations.

Event: Coulee Region Humane Societies See Spot Run/Walk

Date: June 23, 2001

Description: WXOW 19 ran a promotional schedule to draw participants to this run/walk event to raise money for the Coulee Region Humane Society. Participants were encouraged to bring their dog to run or walk along with them.

Event: Jazz on the Green

Date: June 24, 2001

Description: WXOW 19 ran a promotional spot to encourage attendance to this annual event to raise funds for Causeway. News 19 ran various stories before the event to raise awareness... and after the event to inform on the outcome of the event.

Title: Discover Wisconsin

Length: 3 x :30

Date: 4/1 - 6/30/01

Message: Promotes tourism in Wisconsin

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## FCC 7: CHILDREN

MUSEUM OPENING: SOME HARD WORK HAMMERING AND SAWING HAS LED TO 3-HUNDRED DOLLARS TO HELP THE LA CROSSE CHILDREN'S MUSEUM THE MONEY FROM THE LA CROSSE AREA BUILDERS ASSOCIATION. THE MONEY COMES FROM A STATE-WIDE COMMUNITY SERVICE COMPETITION. THE PROJECT IS CALLED "THIS IS THE HOUSE THAT I BUILT." IT'S A PERMANENT DISPLAY IN THE CHILDREN'S MUSEUM. THE HOUSE FEATURES PLAY INSULATION, WIRING, AND CARPETING, SHOWING KIDS HOW A HOME IS BUILT. THE CHILDREN'S MUSEUM IS THRILLED ABOUT HOW THE PROJECT TURNED OUT.

SOS PLAYERS: A PLAY COMES TO LA CROSSE TO HELP STUDENTS UNDERSTAND HOW TO DEAL WITH TOUGH SOCIAL ISSUES. THE SKITS OUTREACH SERVICES OR S-O-S PLAYERS AS THEY LIKE TO BE CALLED PERFORM AT AQUINAS. THEIR MESSAGE OF HOPE AND POSITIVE DECISION MAKING IS TAUGHT THROUGH MUSIC AND SKITS. THE LACROSSE COUNTY MEDICAL SOCIETY SPONSORED THEIR PERFORMANCE.

SCOUTFEST 2001: KIDS FROM THE LA CROSSE AREA GET THE CHANCE TO SHOW OFF THEIR TALENTS AT THIS YEAR'S SCOUT-FEST AT THE LA CROSSE CENTER. SCOUT-FEST IS HELD EVERY OTHER YEAR TO PROMOTE THE GIRL AND BOYS SCOUTS. IT'S A CHANCE FOR BOYS AND GIRLS TO PUT THEIR SCOUTING SKILLS TO THE TEST WITH DIFFERENT ACTIVITIES, AND GIVES OTHER KIDS THE OPPORTUNITY LEARN MORE ABOUT WHAT THE SCOUTING PROGRAM HAS TO OFFER.

### **C. CHILDREN'S ISSUES - PSA'S/EVENTS**

Event: Scoutfest 2001

Date: May 5, 2001

Description: WXOW 19 ran a promotional schedule to encourage attendance of the Scoutfest 2001. This was a unique festival since it was the first time in the history of scouting that the Girl Scouts and the Boy Scouts came together to put on a joint festival. News 19 was the exclusive television sponsor of this event and Chief Meteorologist Dan Breeden was on hand to assist in the event.

Event: March of Dimes WalkAmerica

Date: May 5, 2001

Description: WXOW 19 was the exclusive television sponsor for this annual event to raise funds for the March of Dimes. News 19 also ran news stories preceding the event to raise awareness of the event.

Event: Children's Miracle Network Broadcast

Date: June 3, 2001

Description: WXOW 19 broadcast this special event to recognize local people and businesses that contribute to CMN. The broadcast also served to inform the public about the Children's Miracle Network and what they do. News 19's Martha Koloski and Chris Stauffer hosted the event.

Title: Wisconsin Interscholastic Athletic Association

Length: 12 x :30

Date: 4/1 - 6/30/01

Message: Promotes positive re-inforcement for youth activities.

Title: Big Brothers Big Sisters

Length: 2 x :30

Date: 4/1 - 6/30/01

Description: Promotes the Big Brothers Big Sisters organization and encourages adults to get involved and make a difference in a kids life.

Title: Boystown Hotline

Length: 2 x :60

Date: 4/1 - 6/30/01

Message: Promotes toll-free hotline for youth in trouble.

Title: After School Program

Length: :30

Date: 4/1 - 6/30/01

Message: Encourages adults to volunteer for after school programs to keep kids from getting into trouble.

Title: Kids Won't Leave

Length: :60

Date: 4/1 - 6/30/01

Message: Gives teachers a number to call to get information about how to make learning experiences more fun for kids.

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